

BOYLSTON AND NEWBURY STREETS
BACK BAY, BOSTON

A Shoppers' Profile

(Summary Findings of a Shoppers' Survey
Conducted October 1977)

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Research Department
Boston Redevelopment Authority

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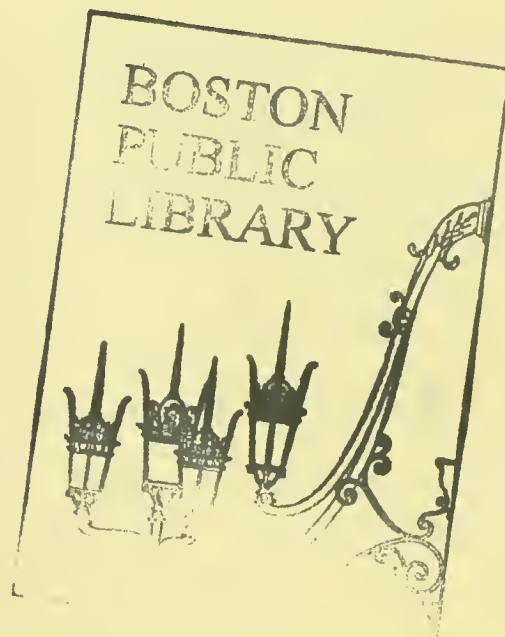
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Acknowledgements and Future Contacts

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Purpose

With the opening of the South Market Building at Faneuil Hall Marketplace in late August of 1977, planning interest grew with regard to the impact of such development on other retail nodes in the Downtown. Would the Faneuil Hall Marketplace siphon off a portion of the market presently shopping Back Bay? Would there be two distinct markets? Would Faneuil Hall Marketplace enlarge the retail market already in place? With these questions in mind, the BRA Research Department met with the Rouse Company (developers of the Faneuil Hall Marketplace) in anticipation of undertaking a dual surveying effort of shoppers at both Faneuil Hall Marketplace and Newbury/Boylston Streets. These separate but coordinated efforts would lead to distinct but comparable shoppers' profiles for each location from which would flow a comparative study. The Back Bay Shoppers' Profile is, therefore, one segment of this comparative study which will be published at a later date.

The Back Bay Shoppers' Profile has been developed from a survey of shoppers on Newbury and Boylston Streets over three days (October 27, 28, 29 of 1977) between the hours of 10 a.m. and 6 p.m. This profile contains information and concise analysis of summary findings from this particular effort.

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Methodology and Sample Bias

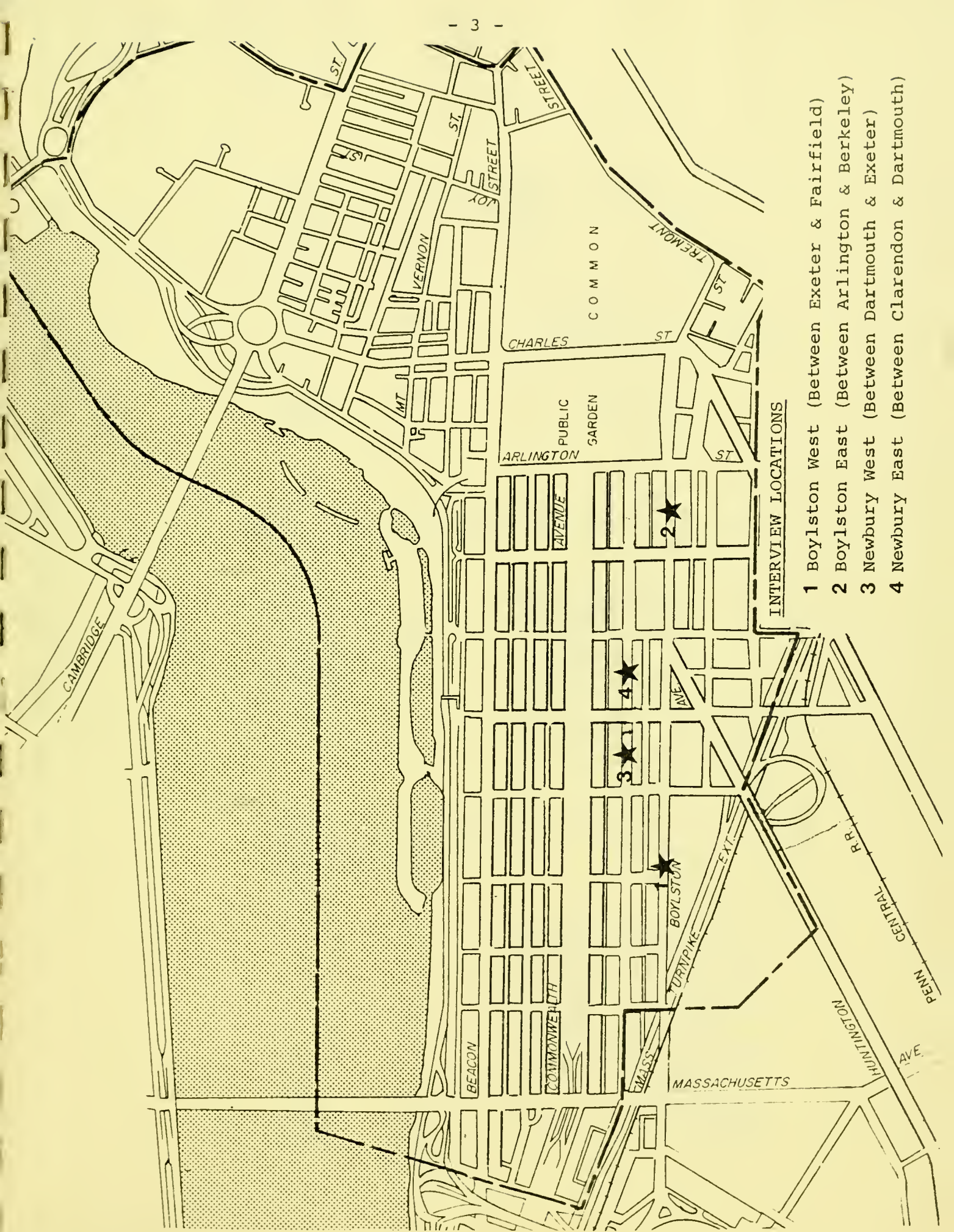
Interviews were conducted at four locations in Back Bay with two on Boylston Street and two on Newbury Street (see accompanying map). Throughout this profile an effort is made to depict differences which may exist between Boylston and Newbury shoppers as well as the total which may differ from characteristics of Faneuil Hall Marketplace shoppers. Three hundred thirty-three interviews were recorded in total, of which 172 were on Boylston and 160 on Newbury with one unknown. An attempt was made to obtain five interviews per hour per location per interviewer. Shopper traffic volume, however, did vary and lead to a peaking of response during the 2 p.m.-4 p.m. period with a slackening between 4 p.m. and 6 p.m. Two-thirds of the interviews were obtained on weekdays and one-third during the weekend. We designed the survey to sample what we hypothesized to be a two-thirds to one-third split of shopper volume in any given week occurring on weekdays and weekends respectively. Although evening shopping hours do occur in Downtown on Wednesdays, no attempt was made to sample this market sector.

Because this was a shoppers' survey, interviewers sought to question those with shopping bags as the mixed residential/

commercial nature of Back Bay made interviewing totally at random less fruitful than one might expect at Faneuil Hall Marketplace, for instance.

Interviews required approximately eight to ten minutes to complete. A sample interview form is appended at the end of this profile.

An important note of potential sample bias is the preponderance of females interviewed, fully 60.4 percent of the total. On the other hand, it may well be that there are a good deal more female shoppers than males in the Back Bay market. We look forward to an interesting correlation/comparison with the sex composition of Faneuil Hall Marketplace shoppers in the second in this series of reports. It is further interesting to observe that when clustered by "home origin" of shopping trip and "workplace origin" that relatively more females begin at the former than the latter (two-thirds versus one-half).



Day of Interview of All Survey
Respondents

	<u>#</u>	<u>%</u>
Thursday	139	41.7
Friday	88	26.4
Saturday	105	31.5
(unknown)	1	0.3
<u>Total</u>	<u>333</u>	<u>100.0</u>

Time of Interview for 3 Day Total

	<u>#</u>	<u>%</u>
10am-12noon	78	23.4
12noon-2pm	98	29.4
2pm-4pm	108	32.4
4pm-6pm	48	14.4
(unknown)	1	0.3
<u>Total</u>	<u>333</u>	<u>100.0</u>

Place of Interview of All Survey
Respondents

	<u>#</u>	<u>%</u>
Boylston West (between Exeter & Fairfield)	81	24.3
Boylston East (between Arlington & Berkeley)	91	27.3
Newbury West (between Dartmouth & Exeter)	101	30.3
Newbury East (between Clarendon & Dartmouth)	59	17.7
(unknown)	1	0.3
<u>Total</u>	<u>333</u>	<u>100.0</u>

Sex of Interviewee (Total)

	<u>#</u>	<u>%</u>
Male	114	34.2
Female	201	60.4
Not Recorded	18	5.4
Total	333	100.0

Sex of Interviewee (Workplace Origin)

	<u>#</u>	<u>%</u>
Male	32	38.6
Female	43	51.8
Not Recorded	8	9.6
Total	83	100.0

Sex of Interviewee (Home Origin)

	<u>#</u>	<u>%</u>
Male	47	27.8
Female	115	68.0
Not Recorded	7	4.1
Total	169	100.0

Sex of Interviewee (Other Origin)

	<u>#</u>	<u>%</u>
Male	35	43.2
Female	43	53.1
Not Recorded	3	3.7
	81	100.0

Age

The median age of all shoppers in the sample was thirty-one years old. Slightly older shoppers frequent Newbury Street (median thirty-three) as opposed to Boylston (median twenty-nine). The most prominent age group in the total survey, and at both street locations, was the 25-34 year olds. The second largest component in all cases was 18-24 year olds. Combining these two groups demonstrates that young adults (18-34) make up 63.3 percent of the total sample, 69.2 percent on Boylston and 57.5 percent on Newbury. Conversely, it is interesting to note that roughly one-quarter (27.3 percent) at Boylston were thirty-five years of age or older versus roughly two-fifths (41.8 percent) at Newbury. A final fascinating feature is the composition share captured by those fifty-five and older, a group which, in all cases, was larger than the 45-54 year olds.

Age of Interviewee (Total)

	<u>#</u>	<u>%</u>
0-18 years old	7	2.1
18-24 years old	80	24.0
25-34 years old	131	39.3
35-44 years old	47	14.1
45-54 years old	28	8.4
55+	38	11.4
(unknown)	2	0.6
Total	333	100.0
Median = 31		

Age of Interviewee (Boylston)

	<u>#</u>	<u>%</u>
0-18 years old	6	3.5
18-24 years old	51	29.7
25-34 years old	68	39.5
35-44 years old	21	12.2
45-54 years old	12	7.0
55+	14	8.1
(unknown)	0	0.0
Total	172	100.0
Median = 29		

Age of Interviewee (Newbury)

	<u>#</u>	<u>%</u>
0-18 years old	1	0.6
18-24 years old	29	18.1
25-34 years old	63	39.4
35-44 years old	26	16.2
45-54 years old	16	10.0
55+	24	15.0
(unknown)	1	0.6
Total	160	100.0
Median = 33		

Income

Interviewees were asked to select household income categories which best represented their situation. This measure was considered to be the best guage of a person's disposable income for purchasing purposes, as opposed to median family or per capita. The median household income for the total sample was \$19,525; on Boylston Street \$17,955; and on Newbury Street \$20,800 indicating a relatively more affluent market on Newbury Street. For the total sample, the most concentrated income group was \$25,000-49,999 with 23.1 percent followed by the \$10,000-14,999 category with 21.9 percent. Boylston Street's income composition shows a higher concentration at the lower end of the income range relative to Newbury Street. This phenomenon reverses itself at the upper end of the income range with Newbury showing high income concentrations.

These findings support what one might have hypothesized prior to the survey with regard to the relatively more affluent Newbury Street market. What may be of note is that the income compositions do not vary more than they do, i.e., the picture is one of relatively similar markets on the two streets in terms of income.

Household Income of Interviewee
(Total)

	<u>#</u>	<u>%</u>
\$0-\$9,999	56	16.8
\$10,000-\$14,999	73	21.9
\$15,000-\$19,999	42	12.6
\$20,000-\$24,999	48	14.4
\$25,000-\$49,999	77	23.1
\$50,000+	25	7.5
(Refused)	10	3.0
(Unknown)	2	0.6
Total	333	100.0
Median = \$19,525		

Household Income of Interviewee
(Boylston)

	<u>#</u>	<u>%</u>
\$0-\$9,999	33	19.2
\$10,000-\$14,999	40	23.3
\$15,000-\$19,999	22	12.8
\$20,000-\$24,999	23	13.4
\$25,000-\$49,999	40	23.3
\$50,000+	10	5.8
(Refused)	4	2.3
(Unknown)	0	0.0
Total	172	100.0
Median = \$17,955		

Household Income of Interviewee
(Newbury)

	<u>#</u>	<u>%</u>
\$0-\$9,999	23	14.4
\$10,000-\$14,999	33	20.6
\$15,000-\$19,999	20	12.5
\$20,000-\$24,999	25	15.6
\$25,000-\$49,999	37	23.1
\$50,000+	15	9.4
(Refused)	6	3.7
(Unknown)	1	0.6
Total	160	100.0
Median = \$20,800		

Place of Residence

Over three quarters of the total sample consider the Boston Metropolitan Area as their place of residence. Shoppers on Newbury Street in general have homes further in distance than those on Boylston Street. The following probability extrapolations can be made from the available data:

- 1) If your home is in the City of Boston, you will be equally likely to shop Boylston as Newbury Street;
- 2) If your home is in the metropolitan area outside of Boston, you will be more likely to shop Boylston than Newbury Street;
- 3) If your home is in Massachusetts outside of the metropolitan area, you will be more likely to shop Newbury than Boylston Street;
- 4) If your home is in New England outside of Massachusetts, you will be about as likely to shop Boylston as Newbury Street; and
- 5) If your home is in the United States, outside of New England, or if you live outside of the United States, you will be more likely to shop Newbury Street.

Three maps of the metropolitan area market are included in this report depicting the concentrations of the residences of shoppers in total, and on Boylston and Newbury individually. Of note on the metro area total map is the alignment of residences along major highway routes: I-95 and I-93 to the north, Mass. Pike and Route 2 to the west, I-95 and Route 24 to the south, and Route 3 to the southeast. The strongest concentration appears to be westward through Brookline and Newton

to Framingham. Boylston concentrations run more westward and southward, while Newbury concentrations run strongly westward.

A map of the City of Boston by zip codes, also included, indicates that a majority of Boston shoppers at Newbury/Boylston Streets reside in the Back Bay and South End areas of the City, with smaller concentrations residing on Beacon Hill and in Downtown; at Kenmore Square/Boston University/Queensberry Street areas; in Charlestown; in Brighton; and in Jamaica Plain.

Place of Residence (Total)

	<u>#</u>	<u>%</u>
City of Boston	144	43.2
Boston SMSA (excl. Boston)	116	34.8
Massachusetts (excl. Boston SMSA)	21	6.3
New England (excl. Massachusetts)	18	5.4
United States (excl. New England)	25	7.5
International (excl. United States)	2	0.6
Unknown	<u>7</u>	<u>2.1</u>
Total	333	100.0

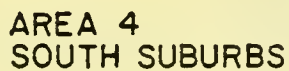
Place of Residence (Boylston)

	<u>#</u>	<u>%</u>
City of Boston	71	41.3
Boston SMSA (excl. Boston)	73	42.4
Massachusetts (excl. Boston SMSA)	7	4.1
New England (excl. Massachusetts)	11	6.4
United States (excl. New England)	10	5.8
International (excl. United States)	<u>0</u>	<u>0.0</u>
Total	172	100.0

Place of Residence (Newbury)

	<u>#</u>	<u>%</u>
City of Boston	70	43.4
Boston SMSA (excl. Boston)	52	32.5
Massachusetts (excl. Boston SMSA)	13	8.1
New England (excl. Massachusetts)	8	5.0
United States (excl. New England)	15	9.4
International (excl. United States)	<u>2</u>	<u>1.3</u>
Total	160	100.0

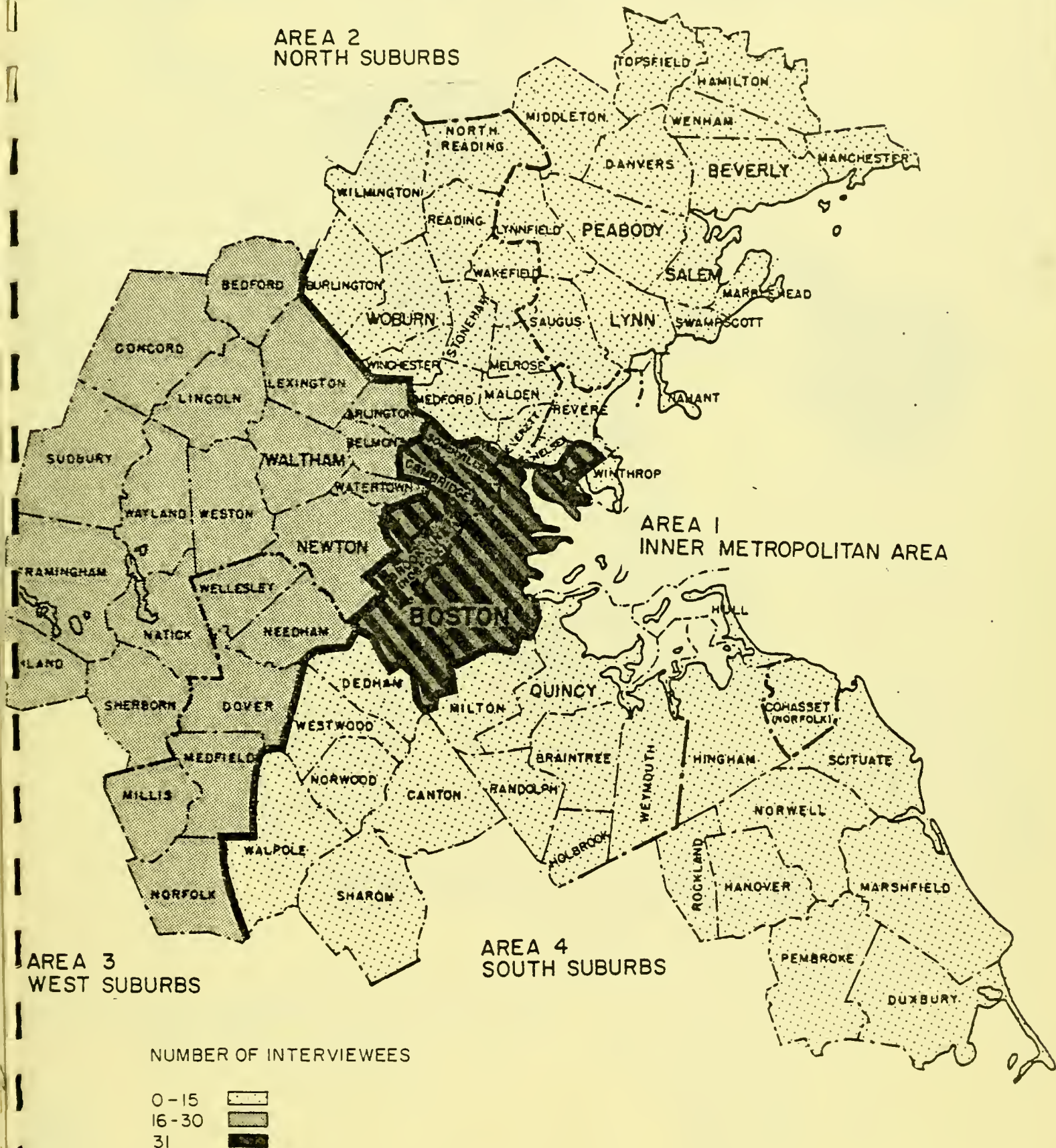
AREA 2
NORTH SUBURBS



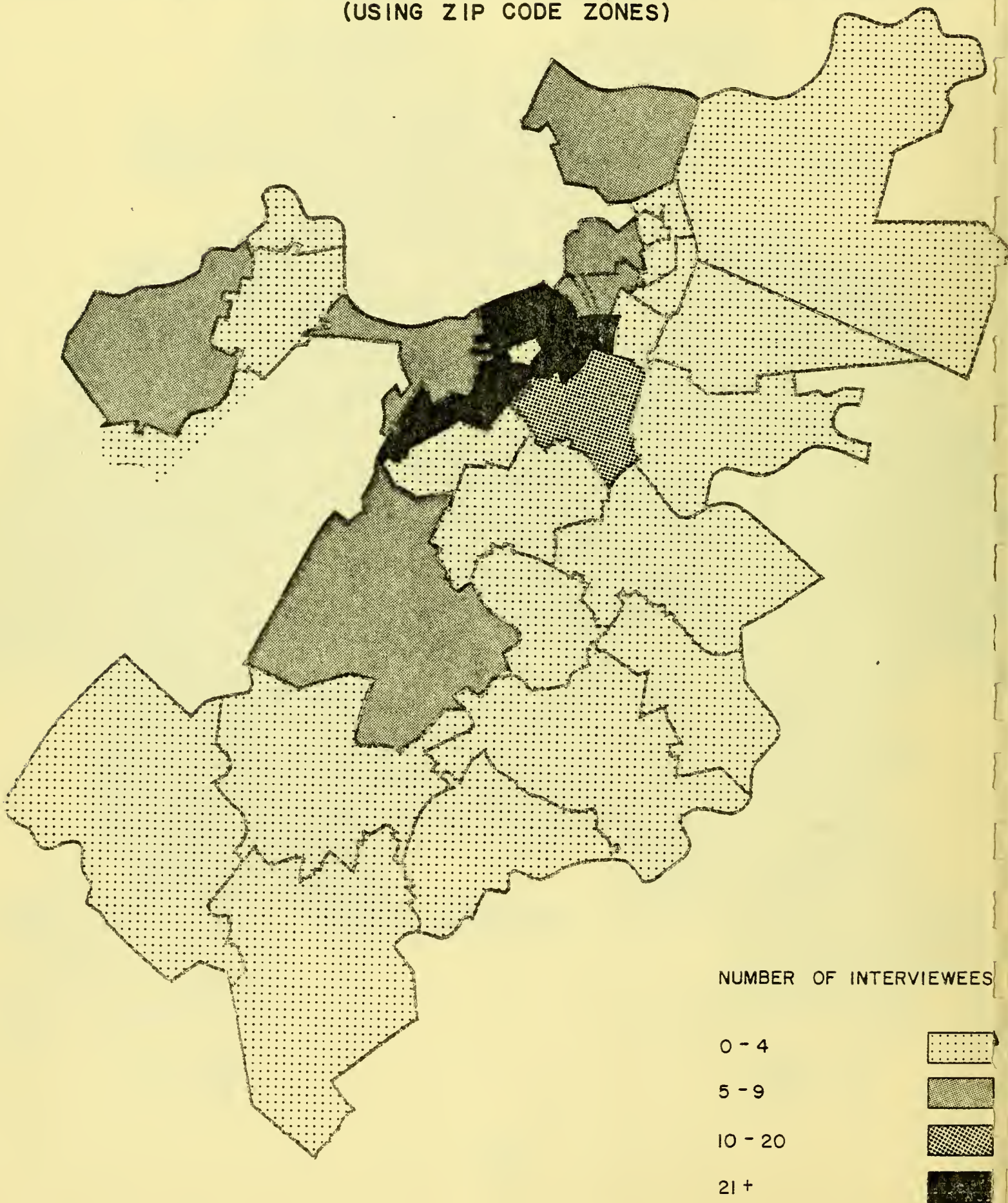
NUMBER OF INTERVIEWEES

0 - 20	
21 - 40	
41 - 60	
61	

NEWBURY STREET SHOPPERS BY RESIDENCE WITHIN THE BOSTON METROPOLITAN AREA (SMSA)



**TOTAL SAMPLE OF SHOPPERS
BY RESIDENCE WITHIN THE CITY OF BOSTON**
(USING ZIP CODE ZONES)



Means of Travel to Shopping

Walking is the prime means of travel to the Boylston/Newbury shopping area. Over 40 percent of the sample walked, while just over 30 percent used an automobile. Only one-fifth used an MBTA train or bus with commuter train and taxi picking up the balance.

We hypothesized that the strong walking mode representation was due to the lunchtime working crowd and those living in the downtown walking to the area to shop. The tabulation below shows that forty-two people who had a home origin of trip lived in the downtown area (CBD, South End, Back Bay or Beacon Hill). If all of these people walked, they would make up 28.8 percent of the 146 total who walked. The balance (71.2 percent) presumably came from a workplace origin and walked, demonstrating the importance of the employment generators in Back Bay to the volume of retail traffic in the Back Bay.

Home as Origin of Trip by Residence

	<u>#</u>	<u>%</u>
CBD, South End, Back Bay/Beacon Hill	42	25.0
City of Boston (excluding above)	32	19.0
Brookline, Cambridge, Somerville	22	13.1
Rest of Massachusetts	59	35.1
Rest of United States	<u>13</u>	<u>7.7</u>
Total	168	100.0

Interestingly, auto users chose on-street parking far above and beyond the use of a public or private lot or garage. Therefore, despite intensive ticketing efforts by the City's police department and the rumored scarcity of on-street parking possibilities, close to sixty percent of auto users successfully sought and found a space. Private parking lots were the second preference followed closely by the Prudential Center Garage. It was surprising to note the small patronage at public parking facilities such as the Boston Common Garage and the City of Boston Parking Garage Unit 4 on St. James Street.

Of the 17.4 percent who used rapid transit trains, the Copley station was the most intensely used followed by Arlington. Shoppers using the T walked from as far away as Park Street and Boylston/Theatre stations.

How did you travel to the Boylston/Newbury Sts. Area today?

	<u>#</u>	<u>%</u>
Automobile	104	31.2
Rapid Transit (T)	58	17.4
MBTA Bus	10	3.0
Carrier Bus/Amtrak	3	0.9
Taxi	4	1.2
Walk	146	43.8
(unknown)	8	2.4
<u>Total</u>	<u>333</u>	<u>100.0</u>

If you traveled here by automobile, where did you park?

	<u>#</u>	<u>% of all auto users</u>	<u>% of total</u>
Boston Common Garage	2	1.9	0.6
Prudential Center Garage	19	18.3	5.7
Hancock Garage	1	1.0	0.3
Other Private Garage/Lot	21	20.2	6.3
Other Public Garage/Lot	1	1.0	0.3
On Street	60	57.7	18.0
<u>Total</u>	<u>104</u>	<u>100.0</u>	<u>31.2</u>

If you traveled here by MBTA Rapid Transit, which T stop did you use?

	<u>#</u>	<u>% of all (T) Users</u>	<u>% of total</u>
Arlington	14	24.1	4.2
Copley	26	44.8	7.8
Auditorium	4	6.9	1.2
Prudential	2	3.5	0.6
Boylston/Theatre	2	3.5	0.6
Park Street	5	8.6	1.5
Other	5	8.6	1.5
<u>Total</u>	<u>58</u>	<u>100.0</u>	<u>17.4</u>

Time Spent Shopping

For the total sample, over one-third spent less than one hour shopping. An additional one-half of the sample spent one to four hours shopping with the remaining ten percent spending more than four hours shopping. As alluded to earlier, the lunch hour shoppers with workplace origin may predominate in the less than one hour category.

In terms of the Boylston/Newbury split, we originally hypothesized that given the more specialty product orientation of Newbury Street with less quick stop shopping, shoppers would be more inclined to extended shopping trips on Newbury Street. However, as the figures indicate, there appears to be no significant difference in time spent shopping on the two streets independently.

How much time did/will you spend shopping?

All Those Interviewed

	<u>#</u>	<u>%</u>
Less than 1 hour	117	35.1
1 - 1:59	74	22.2
2 - 3:59	102	30.7
4 - 4:59	22	6.6
5 - 7:59	6	1.8
8 Hours or more	7	2.1
<u>unknown</u>	<u>5</u>	<u>1.5</u>
Total	333	100.0

Those Interviewed on Boylston St.

	<u>#</u>	<u>%</u>
Less than 1 hour	58	36.2
1 - 1:59	38	23.8
2 - 3:59	49	30.7
4 - 4:59	11	6.9
5 - 7:59	2	1.2
8 hours or more	2	1.2
<u>unknown</u>	<u>0</u>	<u>0.0</u>
Total	160	100.0

Those Interviewed on Newbury St.

	<u>#</u>	<u>%</u>
Less than 1 hour	59	34.3
1 - 1:59	36	20.9
2 - 3:59	53	30.9
4 - 4:59	11	6.4
5 - 7:59	4	2.3
8 hours or more	5	2.9
<u>unknown</u>	<u>5</u>	<u>2.4</u>
Total	173	100.0

Origin of Trip

Home was the origin of the shopping trip for over one half of the total sample. An additional one-fourth came from work, while only one in twelve shoppers came from a hotel. These ratios vary only slightly between Newbury and Boylston Street locations. The Newbury/Boylston market relies on a 45.6 percent "captive market" (residents of the immediate area, employees from a nearby workplace, and hotel visitors). This indicates conversely that just over one-half of the area's market is comprised of shoppers making a special trip from outside the immediate area.

Origin of Trip (Total)

	<u>#</u>	<u>%</u>
Home	168	50.6
Work	83	25.0
Hotel	27	8.1
Other Shopping	20	6.0
Sightseeing	2	0.6
Other	30	9.0
Unknown	<u>3</u>	<u>0.6</u>
Total	333	100.0

Origin of Trip (Boylston)

	<u>#</u>	<u>%</u>
Home	90	52.3
Work	45	26.2
Hotel	13	7.6
Other Shopping	9	5.2
Sightseeing	2	1.2
Other	13	7.6
Unknown	<u>0</u>	<u>0.0</u>
Total	172	100.0

Origin of Trip (Newbury)

	<u>#</u>	<u>%</u>
Home	79	49.4
Work	38	23.7
Hotel	14	8.7
Other Shopping	11	6.9
Sightseeing	0	0.0
Other	17	10.6
Unknown	<u>1</u>	<u>0.6</u>
Total	160	100.0

Time Spent Traveling to the Area

Time spent traveling to the Boylston/Newbury area ranged from several minutes to well over two hours. Over 85 percent of the total sample used forty minutes or less, while over two-thirds used twenty minutes or less. The most concentrated time travel category, with close to one-third of all interviewees, was one to five minutes.

Time Spent Traveling to the
Boylston/Newbury Area

<u>Time Group</u>	<u>#</u>	<u>%</u>
1-5 minutes	101	30.4
6-10	48	14.5
11-20	78	23.5
21-40	58	17.5
41-60	25	7.5
61-90	8	2.4
91-120	4	1.2
121 minutes or more	3	0.9
unknown	8	2.1
Total	333	100.0

Amount Spent Shopping

Almost three-fourths (73 percent) of all interviewees made purchases, which may reflect a sample bias in that interviewees sought were those showing evidence of purchases (shopping bags). Purchase amounts ranged from \$1.00 to \$700 with the exception of an extraordinary \$9,000 item recorded. The mean amount spent for all interviewed was \$38.57, for all who made purchases, \$52.92. (These figures exclude the \$9,000 purchase.)

Generally, shoppers on Newbury Street spent more money than those on Boylston Street. The mean for those spending money on Newbury was \$63.84, whereas, for those on Boylston, the mean was \$43.19.

Those shoppers coming from home spent more on average than those with a workplace origin. The reader, however, should not infer that work-origin shoppers spend less on a weekly basis than home-origin shoppers, given that the former may make multiple shopping trips each week.

Amount of Money Spent *

	<u>Total Sample</u>	<u>Those Spending \$</u>
# People	333	242
Low Amount	\$0	\$1
High Amount	\$700	\$700
Total Amount	\$12,806	\$12,806
Mean	\$38.57	\$52.92
Median		

Mean Amount Spent by Location
of Interview

	<u>Total Sample</u>	<u>Those Spending \$</u>
Boylston St.	\$32.33	\$43.19
Newbury St.	\$45.49	\$63.84

Mean Amount Spent by Those Coming
from Home and from Work

	(From Home)	
	<u>Total Sample</u>	<u>Those Spending \$</u>
Mean	\$54.84	\$70.33
Median	\$18.50	\$38.00

	(From Work)	
Mean	\$13.93	\$21.81
Median	\$3.75	\$13.00

*All figures exclude a \$9,000 purchase recorded during the survey.

Stores Where Purchases Were Made

The most frequently cited type of store where purchases were actually made were department stores on Boylston Street (Lord & Taylor, Saks Fifth Avenue, and Bonwit Teller) and a diverse assortment on Newbury Street (lead by the Artisans). In addition, out of 139 stores cited in the total sample, four restaurants ranked within the top twenty. It is important to keep this purchasing performance in mind when viewing the following tables, which ask interviewees to rate product selection and make recommendations of types and specific names of stores desired at the Newbury/Boylston Streets location.

Which stores did you make a purchase in . . .

On Boylston St.
(top ten most frequently
cited out of 68 stores
mentioned)

Lord & Taylor	(Department Store)	40
Saks Fifth Avenue	(Department Store)	24
Bonwit Teller	(Department Store)	20
Ann Taylor	(Women's Sportswear)	12
Strawberries	(Records)	10
Bailey's	(Restaurant)	8
Greenhouse II	(Plants)	8
Brigham's	(Restaurant)	7
Paperback Booksmith	(Books)	6
Pier I Imports	(Home Furnishings)	6

On Newbury St.
(top ten most frequently
cited out of 71 stores
mentioned)

The Artisans	(Gifts/Crafts)	20
Friday's	(Restaurant)	10
The Lodge	(Jeans/Casual Wear)	9
Brooks Brothers	(Men's Clothing)	8
Papagallo	(Women's Sportswear)	8
Basics	(Household Goods)	8
The Magic Pan	(Restaurant)	6
Peking Oriental Imports	(Oriental Gifts)	6
F.A.O. Schwartz	(Toys)	5
The Tannery	(Leather Goods)	5

Rating the Selection of Goods

Interviewees were asked to rate three categories of consumer items in the Boylston/Newbury area: 1) women's clothes; 2) men's clothes; and 3) home furnishings. Almost three-quarters of the total sample ranked women's clothes selection as good or excellent, over one-half ranked men's clothes as good or excellent, while barely one-third ranked home furnishings similarly. For each consumer item, there was a significant proportion of the sample which was not familiar enough with the selection to make a judgement. For women's clothes, 19.5 percent fell in this category; and for men's clothes, the share was 31.2 percent. This can partially be explained by the fact that many men were unfamiliar with women's clothing selection and vice versa.

In the case of home furnishings, however, where almost one-half of the sample was not familiar with the selection, one might hypothesize that there is simply not a great deal of selection to be judged.

Rating the Selection of Goods

<u>Women's Clothes</u>		
	<u>#</u>	<u>%</u>
Excellent	160	48.0
Good	79	23.7
Satisfactory	21	6.3
Poor	6	1.8
Don't know	65	19.5
<u>No response</u>	<u>2</u>	<u>0.6</u>
Total	333	100.0

<u>Men's Clothes</u>		
	<u>#</u>	<u>%</u>
Excellent	118	35.4
Good	76	22.8
Satisfactory	20	6.0
Poor	11	3.3
Don't know	104	31.2
<u>No response</u>	<u>4</u>	<u>1.2</u>
Total	333	100.0

<u>Home Furnishings</u>		
	<u>#</u>	<u>%</u>
Excellent	34	10.2
Good	75	22.5
Satisfactory	29	8.7
Poor	38	11.4
Don't know	152	45.6
<u>No response</u>	<u>5</u>	<u>1.5</u>
Total	333	100.0

Improving the Selection of Goods

After rating the selection of goods, interviewees were asked to make recommendations for the improvement in selection of items in the Boylston/Newbury area. Responses followed the pattern of the previous question. For women's and men's clothing, over one-half of the total sample expressed contentment with the present selection. On the other hand, for home furnishings, roughly one-quarter expressed contentment with one-half again indicating a lack of knowledge about the present selection.

How would you improve the selection of . . .

Women's Clothing Shops

	<u>#</u>	<u>%</u>
More of the same type of shops	10	3.0
More popular priced shops	38	11.4
More expensive type shops	9	2.7
No change in selection of shops	201	60.4
Don't know enough about selection	66	19.8
No response	9	2.7
Total	333	100.0

Men's Clothing Shops

	<u>#</u>	<u>%</u>
More of the same type of shops	8	2.4
More popular priced shops	34	10.2
More expensive type shops	9	2.7
No change in selection of shops	167	50.1
Don't know enough about selection	105	31.5
No response	10	3.0
Total	333	100.0

Home Furnishing Shops

	<u>#</u>	<u>%</u>
More of the same type of shops	30	9.0
More popular priced shops	23	6.9
More expensive type shops	7	2.1
No change in selection of shops	83	24.9
Improve the selection of furniture shops	12	3.6
Don't know enough about selection	155	46.5
No response	6	1.8
Total	333	100.0

Recommendations for New Stores in the Boylston/Newbury Area

The logical progression from the previous set of questions on selection of goods was to ask for specific store recommendations. As one might have expected, the responses matched the purchasing performance in terms of department stores and restaurants, while the perceived need for a greater selection in home furnishings also resurfaced. Leading the list were Bloomingdale's, Filene's, and Design Research. The expressed demand for Filene's suggests to us the independent nature of the Washington Street retail market from that of Newbury/Boylston Streets. We will pursue this theory in our upcoming report.

Are there any shops or restaurants in the Boston Area which you patronize which you would like to see located in the Newbury/Boylston Street Area?

Top Eleven Most Frequently
Cited Out of 90 Businesses
Mentioned

Bloomingdale's	(Home Furnishings)	21
Filene's	(Department Store)	17
Design Research	(Home Furnishings)	10
Jordan Marsh	(Department Store)	5
A Chinese Restaurant	(Restaurant)	5
An Italian Restaurant	(Restaurant)	4
Woolworth's	(Department Store)	4
Upper Story	(Home Furnishings)	3
Jimmy's Harborside	(Restaurant)	3
Anthony's Pier 4	(Restaurant)	3
Legal Seafood	(Restaurant)	3

Afterword

A plethora of statistical material with crosstabulations of variables not included in this capsule summary, has also been produced. Some of these data will be published in our forthcoming report comparing Faneuil Hall Marketplace with Newbury/Boylston Streets. We welcome further insights gained from this report's contents and ask that all inquiries and comments be referred to the Research Department, Boston Redevelopment Authority, 9th floor, City Hall, Boston, Massachusetts, 02201.

APPENDIX

BOYLSTON/NEWBURY SHOPPERS SURVEY

Interviewer:

Day of Interview: Thursday

Friday

Saturday

Time of Interview: 10-12 p.m.

12-2 p.m.

2-4 p.m.

4-6 p.m.

Place of Interview: Boylston South

Boylston North

Newbury South

Newbury North

Hello, my name is _____ from the
Boston Redevelopment Authority; we are taking a survey of shoppers'
preferences on Newbury and Boylston Streets----- would you
be willing to answer some questions?

- 1) What is your purpose for being in the Newbury/Boylston Streets area today?

A Curiosity

B To eat

C To make purchase (specify)

D On business

E Walking to a residence

F Other (specify)

- 2) How much time will you be spending in the Back Bay for shopping purposes today?

- 3) Did you visit any of the shops or restaurants on Boylston Street today? (Point it out to the Respondent)

No

Yes

If yes: A) How many

B) Which stores did you make purchases in

4) Did you visit any of the shops or restaurants on Newbury Street today? (Point it out to the Respondent)

No _____

Yes _____

If yes: A) How many _____
B) Which stores did you make purchases in _____

5) Do you do any specialty food shopping in the Newbury/Boylston Streets area?

Yes _____

No _____

If no: A) Where do you do your specialty food marketing?

B) What does that area offer that Newbury/Boylston does not?

_____ Nearer to home

_____ Better selection

_____ Lower prices

_____ Delivery service

_____ Less congested

_____ Other (specify) _____

I would like to ask a series of questions about the selection of merchandise here in the Newbury/Boylston Streets area.

6) How would you rate the women's clothing selection on Newbury and Boylston Street?

(1) _____ Excellent

(2) _____ Good

Don't

(3) _____ Satisfactory

(4) _____ Poor

(5) _____ Know

If "satisfactory" or less, ask:

A) How could the selection be improved?

- (1) _____ More of same type
(2) _____ More popularly priced
(3) _____ More upper end shops

Write in others, comments, and names: _____

7) How would you rate the men's clothing section on Newbury and Boylston Street?

- (1) _____ Excellent (2) _____ Good Don't
(3) _____ Satisfactory (4) _____ Poor (5) _____ Know

If "satisfactory" or less, ask:

A) How could the selection be improved?

- (1) _____ More of same type
(2) _____ More popularly priced
(3) _____ More upper end shops

Write in others, comments, and names: _____

8) How would you rate the home furnishings (including furniture) on Newbury and Boylston Streets?

- (1) _____ Excellent (2) _____ Good Don't
(3) _____ Satisfactory (4) _____ Poor (5) _____ Know

If "satisfactory" or less, ask:

A) How could the selection be improved?

- (1) _____ More of same type
(2) _____ More popularly priced
(3) _____ More upper end shops

Write in others, comments, and names: _____



3 9999 06314 427 1

- 9) Are there any shops or restaurants in the Boston area which you patronize which you would like to see located in the Newbury/Boylston Street Area?

Write in names: _____

- 10) What is your home town (if Boston, specify neighborhood)?

- 11) What is your zip code? _____

- 12) Did you come to this area straight from home?

Yes _____

No _____ If no: A) Where did you come to this area from?

- - ← (1) _____ Work
| (2) _____ Hotel
↓ (3) _____ Other shopping(specify) _____
|
↓ (4) _____ Sightseeing
Write in others: _____
↓ _____

If from work:

(1) What is the zip code of your place of work? _____

(2) Have you ever come to this area from home?

____ Yes
____ No

- 13) How did you travel here today?

(1) _____ Private auto (5) _____ Others
(2) _____ MBTA bus Write in others: _____
(3) _____ MBTA subway
(4) _____ Taxi _____

A) If by private auto:

Where did you park?

- (1) _____ Boston Common Garage
- (2) _____ Prudential Garage
- (3) _____ Hancock Garage
- (4) _____ On street

Write in others: _____

B) If by T:

What T stop did you use?

- (1) _____ Arlington
- (2) _____ Copley
- (3) _____ Auditorium
- (4) _____ Prudential

14) How long did it take you to get to the Boylston/Newbury Streets Area?

Write in number of minutes _____

15) Which newspaper did you read yesterday?

- (1) _____ Boston Globe
- (2) _____ Boston Herald
- (3) _____ Real Paper
- (4) _____ Phoenix
- (5) _____ None
- (6) Write in other _____

16) Which newspaper did you read last Sunday?

- (1) _____ Boston Globe
- (2) _____ Boston Herald-American
- (3) Write in other _____

17) What is your favorite radio station?

- (1) Write in call letters _____

18) Approximately how much did you spend shopping the Back Bay today?

- (1) Write in dollar amount \$ _____

19) Do you go to Faneuil Hall Marketplace (this does not include the Haymarket vegetable pushcart area)? _____ Yes _____ No

20) What is your purpose in visiting Faneuil Hall Marketplace?

- (1) _____ Curious, browsing
- (2) _____ Eat
- (3) _____ To make a specific purchase

21) Have you been to the new South Market building at Faneuil Hall Marketplace?

No _____

Yes _____ If yes:

A) In comparing the new South Market building to the Newbury/Boylston Streets area; do you think that the selection at South Market building is...

Better _____

The Same _____

Worse _____

... than the selection here in the Newbury/Boylston Streets area?

B) How would you compare shopping at South Market building to shopping here at Newbury/Boylston Street? _____

22) Which letter most closely represents your age group?

Show Card A

(1) _____ A

(2) _____ B

(3) _____ C

(4) _____ D

(5) _____ E

(6) _____ F

(7) _____ G (Refused)

23) Which letter most closely represents your household income group?

Show Card B

(1) _____ A

(2) _____ B

(3) _____ C

(4) _____ D

(5) _____ E

(6) _____ F

(7) _____ G (Refused)

Thank you for your cooperation.